



THE ALLIANCE AGAINST DRUGS

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May 27, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th SW
Washington, D.C. 20554

Dear Chairman Martin,

I was contacted by Vice President and General Manager Michael Young and asked if I could provide a letter describing the help that our community coalition has received from KDKA News radio 1020. It is with great pleasure that I can describe for you the assistance we have received from this institution over the past four years.

The Alliance Against Drugs is a nonprofit resource information network that addresses the health crisis of drug use and addiction throughout the region. In particular, our focus is to stop youth drug use, raise awareness of this crisis and provide support and education for our families. The Alliance was established in 2002 after the death of a local teenage girl. Since then, we have united over 30 school districts and/or private school institutions to achieve our goal. To make change, we must unite an entire community and to unite an entire community, we must have the help from an organization that the community listens to. KDKA radio truly is "The Voice of Pittsburgh". With the audience base of this station, our message has been heard across the region, and our membership has been strengthened not just with school memberships but also with respected community leaders, government officials, faith based and medical institutions, law enforcement agencies, and families who know firsthand the consequences of the disease of addiction.

How has KDKA helped to be our voice? Over the years, KDKA has provided us numerous broadcast PSA's both over the air and the internet. These PSA's were specifically developed for two important events we hold each year. In the fall, morning talk show host Marty Griffin dedicates a three hour show to address the drug issue with hundreds of students from across the Pittsburgh region. Professionals sit on various panels and respond to questions from students in the live audience as well as listeners who call in. KDKA provides invaluable information concerning how families can get help both on their web site and with a link to the Alliance web site's resource directory.

KDKA radio also assists our local Automobile Dealers who participate in our annual "7 for 7" campaign drive. During the month of April, these auto dealers donate \$7 for every retail unit they sell. KDKA has provided numerous PSA's announcing this event and the automobile companies who help to raise crucial funding necessary for Alliance sustainability.

In closing, the Alliance is appreciative and grateful to have the support from this Pittsburgh institution. It was an honor to have been chosen to provide this letter and an honor to work with a company who continues to demonstrate their commitment and passion to make a difference throughout our community.

Respectfully yours,

Debra M. Kehoe, Executive Director